

# Men Care

A GLOBAL FATHERHOOD CAMPAIGN

Men  
Care



JULY 2013

## FEATURED NEWS

### Over 26 Countries Represented at the MenCare Global Meeting

Thank you to all who joined, supported and contributed to the first MenCare Global Meeting in Cape Town, South Africa.

Over 90 participants from 26 countries were represented. Participants shared their fantastic work, and together we built on guiding principles and a 2013-2016 strategic plan!



[Check out all of the photographs on Flickr.](#)

[Get to know our partners on YouTube.](#)

## COUNTRY UPDATES AT A GLANCE

- South Africa
- Portugal
- Mexico
- Brazil
- Sri Lanka
- India
- Peru
- Latvia

## WHAT'S NEW

### Fatherhood in Times of Crisis: Debate in Portugal

PORTUGAL - The Theatre of Cerca de São Bernardo, in Coimbra, hosted the debate "Paternidades em tempos de crise" (Fatherhood in times of crisis) on July 13th.

The debate was opened to the public and presented comprehensive strategies to prevent violence through the involvement of men as equitable, responsible and non-violent parents and caregivers.

MenCare's films and interventions were presented by Gary Barker (Promundo's International Director), Marco Aurélio Martins (Você é meu Pai campaign's Coordinator - Promundo-Brazil) and Hernâni Caniço (Saúde em Português association's president). Tatiana Moura (Promundo-Brazil) and Silvia Ferreira (CES-UC) reviewed interventions and moderated the discussion with the audience.

Also under this initiative, a meeting for social workers, aimed at framing the themes of fatherhood and gender equality in the context of the economic crisis in Portugal was carried out the previous day, July 12th, at the Centro de Estudos Sociais.

Experiences from the MenCare campaigns, "Você é meu pai" (Brazil) and "Ami ê Pai" (Cape Verde), were discussed with the participants and adapted to the Portuguese situation.

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## The Right to Tenderness in Mexico

MEXICO - For the second year in a row, 10 organizations and institutions from the network Accomplices for Equity (MenEngage Mexico) launched MenCare activities in six states in Mexico.



Under the banner of the "Right to Tenderness" for fathers, various activities were offered at Radio Education: a national public radio station that's been around for 80 years.

The activities included storytelling, workshops, games, murals, lectures, cooking and drawing together, and closed with live music, all in the presence of the media. The activities

will continue to take place in Queretaro, San Luis Potosi, Nuevo León, Veracruz and Tlaxcala the rest of the month.

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## Traveling Photographs in Brazil Promote Men's Participation in Women's Health

BRAZIL - The mobile photography exhibition "Você é meu Pai" (You are my father) will be a part of two Father's Day activities; the holiday is celebrated on the second Sunday in August in Brazil.



August 2nd-31st, the exhibition will be part of the project "Promotion of Health - Valuing Fatherhood and Men's Health," in Centro Médico de Saúde Masao Goto, certified as a Health Unit Partner for fathers, by the Municipal Health Secretariat of Rio de Janeiro.

Between August 6th and 31st, the exhibition will be in the building of the Rectory of Universidade Federal Fluminense.

This initiative is promoted by the UFF Mulher Project, which aims to use activities for reflection, prevention and training on issues related to women's health to a broad segment of society. The dialogues proposed by the project also aim for men to understand and participate in issues related to women.

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## 200 Families Celebrate Fathers' 'Graduation' from MenCare Group Education in Sri Lanka

SRI LANKA - "In the past my father was only a driver and businessman. But today he is a loving and presence father, this change was brought by the MenCare program conducted by World Vision," said 12 year old Hakash.

International Fathers' Day was celebrated by World Vision Lanka, Ambagamuwa ADP on 23rd of June 2013 at Maskeliya with the participation of nearly 200 families in collaboration with the MenCare Global Fatherhood Campaign.



[Read more on our blog.](#)

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## Fathers Can Care: Men's Groups in India

MALAYSIA - Abhijit Das, Director of CHSJ, presented, "Fathers Can Care; Experiences with Samajdhar Jodidar, An intervention with



men in Maharashtra" at the Women Deliver 2013 conference from May 28-30 in Kuala Lumpur, Malaysia.

In this talk, Abhijit argued for the necessity of Samajhdar Jodidar within the social context of Maharashtra. Using evidence from the 100 villages in which they work, he showed the efficacy of community level efforts for change.

The men's groups have started raising the issue of domestic violence in many families, examining issues of gender and sexuality, and realizing their impact on women's lives. This intervention creates new opportunities for women, redefines the men's roles at home, and leads to productive change in the public systems.

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### **A Man Who Loves in Peru**

PERU - The Peruvian Network of Masculinities received coverage on the official gazette "El Peruano" from their Father's Day activities, held in collaboration with the Ministry of Women.



Read the article, "[Varón, el que ama.](#)"

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### **MenCare Beginnings in Latvia**

LATVIA - Centre Dardedze will begin two fathers' engagement projects this fall. MenCare Latvia will officially kick off next spring! Part of the campaign will include fathers' groups, which will be run according to the Swedish model. Also, fatherhood will be the featured topic at their annual meeting this year!

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**MenCare is a global fatherhood campaign, coordinated by Promundo and Sonke Gender Justice. Our mission is to promote men's involvement as equitable, non-violent fathers and caregivers in order to achieve family well-being and gender equality.**